

## Advertising Ratios and Budgets

NOTES: Advertising Ratios & Budgets are based on data from government filings and published financial records. Three accounting measures are reviewed: Advertising Expenditures, Net Sales and Cost of Goods Sold.

SIC No. = Standard Industrial Classification Number as established by the U.S. Department of Commerce.

Ad Dollars as Percent of Sales = Advertising Expense Divided by Net Sales (after returns, allowances, discounts). For practical purposes, Net Sales can be thought of as the "Top Line" of the company's income statement.

The ratio shown is an estimate for the current year based on forecasting models. It can be thought of as the "most likely" advertising-to-sales ratio for the specified industry.

Ad Dollars as Percent of Margin - Advertising Expense Divided by Net Sales Minus Cost of Goods Sold. (Includes production, labor, materials, and appropriate overhead; does not include non-production expenses, taxes, interest, depreciation, amortization, selling, general, and administrative expenses. For Non-Manufacturing companies, cost of goods sold represent total operating costs.)

The ratio shown is an estimate for the current year based on forecasting models. It can be thought of as the "most likely" advertising-to-gross margin ratio for the specified industry.

Annual Ad Growth Rate (%) and Annual Sales Growth Rate (%): Two growth rates are reported for each industry. These growth rates are based on forecasted advertising spending and forecasted sales from the models applied to historical data. They are the average annual compound growth rate in advertising and in net sales expressed as a percentage, calculated over the current period, last year to next year.

In some instances, the growth rate of advertising and the growth rate of net sales will be the same. This event indicates that the Constant Ratio Model was mainly or entirely used to estimate advertising spending. Since this model uses forecasted sales to estimate advertising spending, the growth rates will be the same or similar.

In this report, a zero value such as 0 or 0.0 are "legitimate" numeric values which indicate that spending for the year was under \$1,000. N/A is used to indicate missing data (ad spending not published or released; or the forecasting models were not able to derive estimates).

In the industry summary tables, where figures are composites of data values for the set of all firms in the industry, the difference between N/A and "zero" is important. In calculating industry summary figures, N/A values are omitted from the calculations while "zero" values are included.

*Source: Schonfeld and Associates, Inc. - Advertising Ratios and Budgets*

Industry Name	SIC Code	2017 Ad	2018 Ad	2019 Ad	2017 vs. 2018	2017 vs. 2018	2018 Ad \$ as	2018 Ad \$ as
		Spending (\$Millions) <i>Historical</i>	Spending (\$Millions) <i>Estimate</i>	Spending (\$Millions) <i>Forecast</i>	Annual Ad Growth Rate %	Annual Sales Growth Rate %	% of Sales	% of Margin
ABRASIVE,ASBESTOS,MISC MINRL	3290	1,085.072	1,231.582	1,376.371	12.6	7.3	16.6	52.3
ACCIDENT & HEALTH INSURANCE	6321	210.000	213.780	214.662	1.1	1.7	1	4.9
ACCOUNT,AUDIT,BOOKKEEP SVCS	8721	77.957	76.233	74.594	-2.2	4	1.1	2
ADHESIVES AND SEALANTS	2891	0.059	0.067	0.075	12.5	3.7	0.8	1.5
ADVERTISING	7310	82.584	85.059	86.830	2.5	-3.4	2.4	4.5
AGRIC PROD-LVSTK,ANIMAL SPEC	200	17.267	18.771	20.275	8.4	-27.3	2	-12
AGRICULTURAL CHEMICALS	2870	2,923.501	2,641.601	2,372.205	-9.9	-5.8	4.9	13.6
AGRICULTURE PRODUCTION-CROPS	100	94.013	87.826	80.838	-7.3	-1.1	0.4	1
AIR COURIER SERVICES	4513	495.339	520.651	545.963	5	8.8	0.7	2.2
AIR TRANSPORT, SCHEDULED	4512	2,982.723	3,068.598	3,254.645	4.5	1.8	0.7	2.7
AIR-COND,HEATING,REFRIG EQ	3585	485.407	479.594	475.479	-1	-4.5	0.8	2.1
AIRCRAFT	3721	0.377	0.388	0.400	3	-1.8	0.1	0.4
AIRPORTS & TERMINAL SERVICES	4581	0.030	0.022	0.014	-32.5	5.4	0.2	0.3
AMUSEMENT & RECREATION SVCS	7900	550.839	583.687	621.697	6.2	12.7	4.1	15.9
AMUSEMENT PARKS	7996	246.053	249.341	252.681	1.3	1.1	6.2	13.3
APPAREL & OTHER FINISHED PDS	2300	2,327.617	2,505.190	2,682.122	7.3	4.6	4.7	9.3
APPAREL AND ACCESSORY STORES	5600	555.580	568.558	581.536	2.3	2.8	3	7.7
APPAREL,PIECE GDS,NOTNS-WHSL	5130	12.380	11.932	11.483	-3.7	-6.5	3.7	9.5
AUTO AND HOME SUPPLY STORES	5531	309.562	312.886	315.932	1	2.3	1	2
AUTO DEALERS, GAS STATIONS	5500	3,591.563	3,813.226	4,038.647	6	5.4	0.7	4.5
AUTO RENT & LEASE,NO DRIVERS	7510	402.871	379.880	357.923	-5.7	-0.3	1.3	3.2
AUTO REPAIR,SERVICES,PARKING	7500	2.632	2.616	2.597	-0.7	1.9	0.1	0.8
BAKERY PRODUCTS	2050	110.619	110.993	110.662	0	18	0.8	2.4
BALL AND ROLLER BEARINGS	3562	0.539	0.545	0.553	1.3	2.6	0.5	1.4
BEVERAGES	2080	2,400.000	2,444.387	2,465.703	1.4	0.3	3.8	6.6
BIOLOGICAL PDS,EX DIAGNSTICS	2836	2,635.287	3,007.292	3,337.751	12.5	6.4	2.2	3.1
BLANKBOOKS,BINDERS,BOOKBIND	2780	193.522	188.671	184.098	-2.5	7.6	4.5	8.6
BLDG MATL,HARDWR,GARDEN-RETL	5200	81.300	87.956	92.619	6.7	7	1.1	3.3
BOOKS: PUBG, PUBG & PRINTING	2731	2,241.122	2,102.662	1,991.645	-5.7	-1.5	20.3	35.2
BRDWOVEN FABRIC MILL, COTTON	2211	0.581	0.471	0.360	-21.3	-2.9	1.1	3.2
BTLD & CAN SOFT DRINKS,WATER	2086	6,404.337	6,750.185	7,027.450	4.8	3	5.9	11.5
BUSINESS SERVICES, NEC	7389	131.462	140.087	148.466	6.3	7.6	0.5	1.4
CABLE AND OTHER PAY TV SVCS	4841	14,893.124	16,026.540	18,443.838	11.3	9.6	6.3	14.5
CALCULATE,ACCT MACH,EX COMP	3578	30.124	31.139	32.185	3.4	12.2	0.3	1.2
CAN FRUIT,VEG,PRESRV,JAM,JEL	2033	236.076	265.435	292.405	11.3	9	1.9	5

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CAN,FROZN,PRESRV FRUIT & VEG	2030	1,309.242	1,524.823	1,675.753	13.1	12.3	3	7.2
CARPETS AND RUGS	2273	120.544	153.569	179.374	22	7.8	1.3	3.4
CATALOG, MAIL-ORDER HOUSES	5961	12,100.121	14,056.024	16,051.331	15.2	16.8	3.9	11.6
CEMENT, HYDRAULIC	3241	204.442	220.491	237.757	7.8	3.7	0.5	1.3
CHEMICALS & ALLIED PDS-WHSL	5160	2.175	3.675	5.175	54.3	12.2	0.1	0.5
CIGARETTES	2111	10,779.686	12,088.991	13,243.550	10.8	5.8	11.9	22.8
CMP AND CMP SOFTWARE STORES	5734	89.062	95.505	101.948	7	-0.8	1.1	3
CMP INTEGRATED SYS DESIGN	7373	277.392	292.979	310.752	5.8	6.2	0.2	0.7
CMP PROCESSING,DATA PREP SVC	7374	3,161.912	3,363.806	3,554.279	6	7.6	2.9	6.6
CMP PROGRAMMING,DATA PROCESS	7370	35,267.688	39,488.672	43,676.555	11.3	12.7	6.9	11.6
COML PHYSICAL, BIOLOGCL RESH	8731	113.941	131.751	149.695	14.6	16.5	0.6	1.6
COMMERCIAL BANKS	6020	0.656	0.686	0.719	4.7	2.7	1.1	3.3
COMMUNICATIONS EQUIP, NEC	3669	4.129	4.596	5.099	11.1	4.8	0.5	1.2
COMMUNICATIONS SERVICES, NEC	4899	1,505.956	1,457.272	1,464.756	-1.4	1.3	4.9	9.7
COMPUTER & OFFICE EQUIPMENT	3570	413.320	436.329	457.999	5.3	0.9	0.5	1.6
COMPUTER COMMUNICATION EQUIP	3576	321.760	330.509	339.847	2.8	1.2	0.5	0.8
COMPUTER PERIPHERAL EQ, NEC	3577	1,115.878	1,077.590	1,022.680	-4.3	-2.6	1.9	3.5
COMPUTER PROGRAMMING SERVICE	7371	4.035	4.319	4.598	6.8	6.3	0	0.1
COMPUTER STORAGE DEVICES	3572	168.113	167.567	180.176	3.5	3.2	0.4	0.9
COMPUTERS & SOFTWARE-WHSL	5045	709.340	753.836	795.705	5.9	9	0.7	7
CONCRETE PDS, EX BLOCK,BRICK	3272	0.369	0.340	0.312	-8.1	21.9	0.6	1.9
CONCRETE,GYPSUM,PLASTER PDS	3270	64.914	60.512	57.439	-5.9	1.5	0.7	2.1
CONGLOMERATE	9997	22.112	28.640	35.168	26.1	6.7	0.3	0.9
CONSTR,MINING,MATL HANDLE EQ	3530	19.539	13.766	12.451	-20.2	-22.7	0.2	0.7
CONSTRUCTION MACHINERY & EQ	3531	76.303	76.878	77.380	0.7	-1.8	0.1	0.3
CONSTRUCTION-SPECIAL TRADE	1700	5.770	6.174	6.554	6.6	13.2	0.1	0.4
CONVENIENCE STORES	5412	0.212	0.234	0.255	9.6	-3.4	1.1	1.6
CONVRT PAPR,PAPBRD,EX BOXES	2670	649.902	663.003	676.100	2	1.1	1	2.5
COOKIES AND CRACKERS	2052	59.800	69.900	79.490	15.3	13.2	2.7	6.5
CREDIT REPORTING SERVICES	7323	205.186	228.269	248.140	10	7.4	1.2	1.8
CRUDE PETROLEUM & NATURAL GS	1311	0.412	0.472	0.531	13.5	4.7	0.5	2.6
CUT STONE AND STONE PRODUCTS	3281	28.047	31.547	34.704	11.2	7.2	5	13.7
CUTLERY, HANDTOOLS,GEN HRDWR	3420	462.711	428.226	393.375	-7.8	3.7	3.7	7.3
DAIRY PRODUCTS	2020	46.750	51.246	53.025	6.5	-1.8	0.6	2.6
DENTAL EQUIPMENT & SUPPLIES	3843	332.555	427.486	515.525	24.5	17.3	6.5	9.7

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DEPARTMENT STORES	5311	3,193.803	2,876.777	2,749.410	-6.6	-8	4	11
DETECT, GUARD, ARMOR CAR SVCS	7381	162.362	193.394	224.405	17.6	16.9	2	3.5
DISTILLED AND BLENDED LIQUOR	2085	2,253.844	2,209.207	2,164.703	-2	-3.8	12.3	18.8
DIVERSIFIED MULTI-MEDIA	4888	11,290.116	11,548.238	11,731.766	1.9	2.8	6.6	16.7
DOLLS AND STUFFED TOYS	3942	653.086	612.710	572.868	-6.3	-8	11.9	32.1
DRAWNG, INSULATING NONFER WIRE	3357	0.291	0.225	0.159	-26.1	1.8	0.4	1
DRUG & PROPRIETARY STORES	5912	1,301.729	1,333.654	1,384.480	3.1	4.5	0.3	1.7
DRUGS AND PROPRIETARY-WHSL	5122	403.716	370.950	357.341	-5.9	6.4	0.1	1.3
DURABLE GOODS-WHOLESALE	5000	837.021	805.601	773.916	-3.8	-7	1.6	5.4
EATING AND DRINKING PLACES	5810	92.706	91.472	90.255	-1.3	0.2	2.1	8.8
EATING PLACES	5812	3,031.199	3,025.094	3,030.449	0	2.2	1.9	7.1
EDUCATIONAL SERVICES	8200	1,911.802	1,957.337	2,009.877	2.5	3.7	8.8	18.3
ELEC APPARATUS & EQUIP-WHSL	5063	31.159	33.706	36.459	8.2	2.3	0.2	1
ELEC MEAS & TEST INSTRUMENTS	3825	31.467	34.846	38.281	10.3	9.4	0.3	0.6
ELECTR COIL, TRANSFORM, INDUCTR	3677	0.001	-	-	-100	-7.6	0	0
ELECTR, OTH ELEC EQ, EX CMP	3600	4,020.456	3,867.072	3,716.177	-3.9	1	1.9	7.1
ELECTRIC HOUSEWARES AND FANS	3634	141.211	150.079	159.010	6.1	1.7	7.3	15.4
ELECTRIC LIGHTING, WIRING EQ	3640	44.025	46.421	48.825	5.3	3.4	0.4	1.1
ELECTRIC SERVICES	4911	322.190	330.391	341.710	3	2.6	0.6	9.2
ELECTRICAL INDL APPARATUS	3620	1,046.000	1,050.335	1,056.120	0.5	-0.2	3.5	9.1
ELECTROMEDICAL APPARATUS	3845	4,492.946	4,663.210	4,798.750	3.3	1.5	5.8	8.8
ELECTRONIC COMP, ACCESSORIES	3670	171.970	187.286	207.205	9.8	6.5	0.7	2.3
ELECTRONIC COMPONENTS, NEC	3679	191.351	195.996	203.071	3	3.9	0.5	1.3
ELECTRONIC COMPUTERS	3571	1,572.995	1,777.268	1,983.175	12.3	4.1	1.4	3.4
ELECTRONIC CONNECTORS	3678	0.131	0.127	0.123	-3.2	5.2	0.4	1.6
ELECTRONIC PARTS, EQ-WHSL, NEC	5065	35.456	31.211	31.252	-6.1	-5	0.1	0.4
EMPLOYMENT AGENCIES	7361	57.451	57.658	58.144	0.6	11.6	0.8	2.5
ENGINEERING SERVICES	8711	56.091	62.690	55.496	-0.5	2.9	0.2	1.3
ENGINES AND TURBINES	3510	475.332	459.583	458.536	-1.8	2.9	1.4	5.4
ENGR, ACC, RESH, MGMT, REL SVCS	8700	34.370	36.377	37.888	5	7.3	0.3	0.6
EQUIP RENTAL & LEASING, NEC	7359	318.533	322.296	324.851	1	2.7	2.1	2.5
FABRICATED PLATE WORK	3443	6.922	7.422	13.154	37.9	-5.6	0.6	2.2
FABRICATED RUBBER PDS, NEC	3060	0.119	0.085	0.051	-34.8	5.9	0.1	0.6
FABRICATED STRUCTURAL METAL	3440	33.240	39.686	44.907	16.2	4.9	2	15.5
FAMILY CLOTHING STORES	5651	1,945.931	2,012.624	2,079.318	3.4	4.2	2	5.5

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FARM MACHINERY AND EQUIPMENT	3523	590.852	601.370	613.112	1.9	4.6	0.7	2.5
FARM-PRODUCT RAW MATL-WHSL	5150	2.500	2.493	2.115	-8	-4.5	0.1	0.7
FINANCE LESSORS	6172	501.115	642.901	921.122	35.6	5.9	1.4	4
FINANCE SERVICES	6199	2,226.601	2,227.438	2,241.040	0.3	1	2	4.8
FIRE, MARINE, CASUALTY INS	6331	10,485.585	9,744.635	9,601.253	-4.3	6.3	1.8	13.5
FOOD AND KINDRED PRODUCTS	2000	9,102.548	9,083.841	9,037.898	-0.4	-0.6	5.5	11.7
FOOD STORES	5400	127.861	132.927	138.939	4.2	-1.3	2.9	9
FOOTWEAR, EXCEPT RUBBER	3140	480.638	517.274	551.693	7.1	4.3	4.4	9.8
FUNCTIONS REL TO DEP BKG,NEC	6099	2,115.216	2,305.801	2,498.638	8.7	9.3	5	8.4
FURNITURE STORES	5712	158.005	163.497	169.024	3.4	5	4.6	10.8
GAMES,TOYS,CHLD VEH,EX DOLLS	3944	845.253	825.441	805.845	-2.4	4.4	7.9	15.7
GEN BLDG CONTRACTOR-RESIDENT	1520	6.199	9.221	12.243	40.5	6.8	60	-10000
GEN BLDG CONTRACTORS-NONRES	1540	0.235	0.296	0.356	23.1	-1.2	2.8	7
GENERAL INDL MACH & EQ, NEC	3569	11.436	12.446	13.457	8.5	7.5	0.5	0.9
GENERAL INDUSTRIAL MACH & EQ	3560	160.369	163.501	167.598	2.2	4.8	0.4	0.9
GLASS, GLASSWR-PRESSED, BLOWN	3220	5.300	2.944	0.744	-62.5	-2.6	0.4	1.7
GRAIN MILL PRODUCTS	2040	2,366.468	2,152.869	1,952.174	-9.2	0	2.6	12.1
GROCERIES & RELATED PDS-WHSL	5140	1,217.879	1,311.963	1,406.335	7.5	4.8	1.1	5.7
GROCERIES, GENERAL LINE-WHSL	5141	49.236	44.697	45.926	-3.4	-7.3	0.2	2.9
GROCERY STORES	5411	1,804.087	1,901.808	1,992.399	5.1	5.6	0.7	2.6
HARDWARE-WHOLESALE	5072	35.230	35.451	35.671	0.6	-0.3	2.3	14
HARDWR, PLUMB, HEAT EQ-WHSL	5070	24.677	26.151	27.708	6	-1.1	0.6	2.3
HAZARDOUS WASTE MANAGEMENT	4955	54.112	52.907	52.047	-1.9	2.3	0.7	1.8
HEALTH SERVICES	8000	0.526	0.377	0.228	-34.1	7.9	0.6	4.1
HEAVY CONSTR-NOT BLDG CONSTR	1600	0.150	0.215	0.253	30	-7.1	0	0.2
HELP SUPPLY SERVICES	7363	147.224	153.185	158.109	3.6	3.2	0.3	1.5
HOBBY, TOY, AND GAME SHOPS	5945	486.847	456.708	426.581	-6.4	-1.1	2.7	7.2
HOME FURNITURE & EQUIP STORE	5700	708.232	751.298	794.481	5.9	0	4	11.6
HOME HEALTH CARE SERVICES	8082	200.355	198.701	192.921	-1.9	5.9	2.4	7
HOSPITAL & MEDICAL SVC PLANS	6324	1,459.636	1,497.794	1,534.669	2.5	8.5	0.3	1.3
HOSPITALS	8060	51.127	52.467	53.221	2	12.1	0.4	1.7
HOTELS AND MOTELS	7011	729.844	748.206	769.763	2.7	7.3	1.3	5.2
HOTELS, OTHER LODGING PLACES	7000	0.060	0.063	0.065	4	3.3	0.7	0.8
HOUSEHOLD APPLIANCES	3630	571.391	624.207	663.563	7.8	-0.3	1.6	6.9
HOUSEHOLD AUDIO & VIDEO EQ	3651	16.887	17.671	18.108	3.6	-11.9	0.1	0.4

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HOUSEHOLD FURNITURE	2510	879.436	891.449	888.726	0.5	1.5	7	17.9
ICE CREAM & FROZEN DESSERTS	2024	0.192	0.170	0.151	-11.2	1.8	1.2	3.1
IN VITRO,IN VIVO DIAGNOSTICS	2835	56.781	69.282	82.997	20.9	9	1.1	1.7
INDL COML FANS,BLOWRS,OTH EQ	3564	0.948	0.931	0.906	-2.2	2.1	0.2	0.7
INDL INORGANIC CHEMICALS	2810	15.145	11.187	10.272	-17.6	10.2	0	0
INDL TRUCKS,TRACTORS,TRAILRS	3537	12.189	12.116	12.078	-0.5	1.9	0.4	2
INDUSTRIAL MACH & EQ-WHSL	5084	17.950	16.737	15.427	-7.3	4.2	0.2	0.7
INDUSTRIAL MEASUREMENT INSTR	3823	11.183	11.846	12.505	5.7	9.7	0	0.1
INDUSTRIAL ORGANIC CHEMICALS	2860	130.194	136.241	142.066	4.6	4.4	0.2	0.4
INS AGENTS,BROKERS & SERVICE	6411	110.863	114.090	115.820	2.2	2.5	0.2	0.9
INVESTMENT ADVICE	6282	2,920.701	2,981.728	2,992.322	1.2	4.6	2.1	5.3
INVESTORS, NEC	6799	0.633	0.701	0.771	10.4	19.9	2.2	2.8
JEWELRY STORES	5944	687.811	689.633	691.454	0.3	-1.2	6.6	13.3
LAB ANALYTICAL INSTRUMENTS	3826	289.218	297.594	306.451	2.9	3.4	0.5	0.8
LAB APPARATUS AND FURNITURE	3821	0.493	0.519	0.547	5.4	5.1	0.3	1.1
LEATHER AND LEATHER PRODUCTS	3100	332.495	344.467	356.439	3.5	1.9	4.8	7.4
LIFE INSURANCE	6311	9.300	9.745	10.151	4.5	7.1	0.2	1
LOAN BROKERS	6163	427.683	518.852	615.700	20	0.4	25.2	78.4
LUMBER & OTH BLDG MATL-RETL	5211	2,612.768	2,711.402	2,808.859	3.7	5.5	1.3	3.8
LUMBER AND CONSTR MATL-WHSL	5030	2.786	3.074	3.362	9.8	15.6	0.1	0.3
LUMBER AND WOOD PDS, EX FURN	2400	81.077	88.199	94.901	8.2	-10.3	0.8	2.1
LUMBER, PLYWD, MILLWORK-WHSL	5031	6.415	7.616	8.950	18.1	10.6	0.1	0.3
MACHINERY AND EQUIPMENT-WHSL	5080	9.255	9.968	11.187	9.9	1.5	0.1	0.3
MAILING,REPRO,COMML ART SVCS	7330	377.693	410.657	443.621	8.4	13.1	15.7	30.4
MALT BEVERAGES	2082	7,266.315	7,851.060	8,506.734	8.2	9.3	5.4	9.7
MANAGEMENT CONSULTING SVCS	8742	215.199	219.163	222.306	1.6	5.2	0.5	1.5
MANAGEMENT SERVICES	8741	25.839	20.582	18.352	-15.7	9.6	0.2	1.3
MANIFOLD BUSINESS FORMS	2761	0.480	0.324	0.167	-41	-46.6	0.2	0.4
MEAS & CONTROLLING DEV, NEC	3829	146.447	154.547	163.030	5.5	6.1	1.3	2.5
MEAT PACKING PLANTS	2011	469.047	395.834	322.701	-17.1	-1.7	0.7	3.1
MED, DENTAL, HOSP EQ-WHSL	5047	26.812	25.023	23.178	-7	4.6	0.1	0.4
MEDICAL LABORATORIES	8071	11.427	12.089	12.453	4.4	7.5	0.1	0.1
MEDICINAL CHEMS,BOTANICL PDS	2833	51.151	55.397	59.695	8	5.1	3.6	8.7
MEMBERSHIP SPORT & REC CLUBS	7997	12.733	13.122	12.848	0.4	4.5	1.5	3.6
MENS,BOYS FRNSH, WORK CLTHNG	2320	1,097.731	1,101.238	1,107.174	0.4	-2	4.6	8.4

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METAL DOORS,FRAMES,MOLD,TRIM	3442	30.160	30.286	30.241	0.1	2.9	0.6	2.1
METALS SERVICE CENTERS-WHSL	5051	0.688	0.713	0.737	3.5	0.9	0	1.8
METALWORKING MACHINERY & EQ	3540	515.526	540.612	576.685	5.8	3.8	2.1	5.3
MILLWORK,VENEER,PLYWOOD	2430	433.132	438.625	452.835	2.2	7.6	2.5	8.7
MISC AMUSEMENT & REC SERVICE	7990	1,014.043	1,015.289	1,068.433	2.6	7.1	1.5	3.4
MISC BUSINESS CREDIT INSTN	6159	1,125.108	1,207.188	1,295.138	7.3	6.7	6.9	-10000
MISC BUSINESS SERVICES	7380	0.013	-	-	-100	0.3	0	0
MISC CHEMICAL PRODUCTS	2890	181.358	183.399	185.458	1.1	2.4	1.7	4.1
MISC DURABLE GOODS-WHSL	5090	7.501	7.761	8.040	3.5	7	0.3	0.9
MISC ELEC MACHY,EQ,SUPPLIES	3690	394.931	406.203	414.807	2.5	3.9	2.6	6.7
MISC EQUIP RENTAL & LEASING	7350	89.247	85.661	81.142	-4.6	2.5	0.7	1.2
MISC FABRICATED METAL PRODS	3490	39.113	39.185	39.225	0.1	-1.6	0.2	0.6
MISC FOOD PREPS, KINDRED PDS	2090	129.408	127.468	129.718	0.1	9.2	1.1	2.9
MISC FURNITURE AND FIXTURES	2590	14.274	16.522	18.770	14.7	12.1	0.5	0.9
MISC HEALTH & ALLIED SVC,NEC	8090	146.251	160.532	174.712	9.3	4.1	0.4	1.2
MISC INDL, COML, MACHY & EQ	3590	1.930	2.185	2.471	13.2	28.3	5.2	11.2
MISC MANUFACTURNG INDUSTRIES	3990	772.476	912.187	1,047.881	16.5	25.1	3.9	9.7
MISC NONDURABLE GOODS-WHSL	5190	14.000	16.068	18.137	13.8	4.8	0.1	0.8
MISC PDS OF PETROLEUM & COAL	2990	122.973	124.750	126.447	1.4	9.9	2.2	9.3
MISC PLASTICS PRODUCTS	3080	3.623	3.853	4.083	6.2	12	0.3	1
MISC SHOPPING GOODS STORES	5940	684.801	642.599	606.009	-5.9	-6.1	2.8	9.9
MISC TRANSPORTATION EQUIP	3790	101.816	110.252	118.375	7.8	13.8	0.7	3.7
MISCELLANEOUS PUBLISHING	2741	3.194	3.004	2.815	-6.1	-4.2	9	-10000
MISCELLANEOUS RETAIL	5900	77.015	72.672	69.506	-5	-10.9	0.4	1.9
MOBILE HOMES	2451	0.186	0.161	0.136	-14.3	9	0.4	1.5
MORTGAGE BANKERS & LOAN CORR	6162	95.718	111.134	127.969	15.6	-8.1	2.4	4.8
MOTION PIC, VIDEOTAPE PRODTN	7812	1,034.328	1,110.088	1,184.967	7	8.4	8.9	32
MOTION PICT, VIDEOTAPE DISTR	7822	8.000	7.475	7.244	-4.8	10.4	11.5	19.6
MOTION PICTURE THEATERS	7830	208.216	218.925	231.099	5.4	8.3	1.3	6.2
MOTOR HOMES	3716	5.912	6.796	7.680	14	16.3	0.4	2.2
MOTOR VEH PARTS, SUPPLY-WHSL	5010	41.004	46.261	51.420	12	12.2	0.3	0.9
MOTOR VEH SUPPLY,NEW PTS-WHSL	5013	64.700	64.075	63.145	-1.2	3	0.4	1.3
MOTOR VEHICLE PART,ACCESSORY	3714	1,194.671	1,278.557	1,363.887	6.8	6	0.6	2.5
MOTOR VEHICLES & CAR BODIES	3711	41,107.406	42,281.855	43,441.652	2.8	3.3	2.6	10.4
MOTORCYCLES,BICYCLES & PARTS	3751	136.570	149.274	157.634	7.4	-1.5	2.5	5.5

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MOTORS AND GENERATORS	3621	274.605	278.760	286.443	2.1	6.5	1.3	4.4
NEWSPAPER:PUBG, PUBG & PRINT	2711	1,240.123	1,342.100	1,447.946	8.1	-1.1	7.9	17.9
OFFICE FURNITURE	2520	4.385	4.569	4.754	4.1	2.4	0.1	0.4
OIL & GAS FIELD MACHY, EQUIP	3533	6.064	7.650	8.426	25.5	-11.7	0.1	0.3
OIL & GAS FIELD SERVICES,NEC	1389	85.065	71.292	59.012	-16.1	-2.2	0.1	0.2
OIL AND GAS FIELD EXPL SVCS	1382	0.371	0.303	0.237	-20	-19.7	0.3	2.7
OPERATIVE BUILDERS	1531	490.057	537.708	581.370	8.9	13.1	0.5	2.6
OPERATORS-APARTMENT BLDGS	6513	0.201	0.236	0.262	14.1	10.3	0.4	0.8
OPERATORS-NONRES BLDGS	6512	97.303	118.193	142.924	21.2	22.2	0.2	0.5
OPHTHALMIC GOODS	3851	824.163	841.724	859.251	2.1	2.8	6.8	10.3
OPTICAL INSTRUMENTS & LENSES	3827	5.785	6.433	7.062	10.5	9	0.1	0.2
ORDNANCE AND ACCESSORIES	3480	251.343	292.021	327.866	14.2	9.7	2.7	9
ORTHO,PROSTH,SURG APPL,SUPLY	3842	605.474	664.913	718.008	8.9	8.9	1.8	2.5
PAINTS, VARNISHES, LACQUERS	2851	2,524.880	2,482.787	2,468.614	-1.1	-0.8	5.3	11.7
PAPER & PAPER PRODUCTS-WHSL	5110	1.036	1.012	0.990	-2.2	3.8	0	0.1
PAPER MILLS	2621	2,091.429	2,241.426	2,516.754	9.7	-1.7	4.2	17.6
PATENT OWNERS AND LESSORS	6794	395.577	408.032	411.311	2	6.9	6.4	8.8
PERFUME,COSMETIC,TOILET PREP	2844	17,064.691	17,901.754	18,846.197	5.1	5.3	21.5	29.9
PERIODICAL:PUBG,PUBG & PRINT	2721	139.737	143.980	148.349	3	12.4	0.5	0.8
PERSONAL CREDIT INSTITUTIONS	6141	1,942.321	1,994.235	2,039.960	2.5	7.8	1.3	3.2
PERSONAL SERVICES	7200	814.301	803.552	795.382	-1.2	0.5	8.4	23
PETROLEUM REFINING	2911	3,452.835	3,557.270	3,698.645	3.9	3.1	0.2	1.4
PETROLEUM,EX BULK STATN-WHSL	5172	24.000	-	-	-100	7.3	0	0
PHARMACEUTICAL PREPARATIONS	2834	24,296.588	25,275.980	26,213.078	3.9	4	4	5.5
PHONE COMM EX RADIOTELEPHONE	4813	11,441.889	10,411.241	9,653.740	-8.1	2.8	1.9	4.9
PHONO RECRDS,AUDIO TAPE,DISK	3652	98.015	102.570	107.125	4.5	8	2.6	5.8
PHOTOGRAPHIC EQUIP & SUPPLY	3861	453.951	431.597	406.124	-5.4	-1.1	1	2.4
PLASTC,SYNTH MATLS;EX GLASS	2820	120.266	65.195	41.046	-41.6	-0.7	0.2	0.5
PLASTICS PRODUCTS, NEC	3089	34.858	30.812	27.580	-11	-0.1	0.4	1
PLASTICS,RESINS,ELASTOMERS	2821	29.036	25.257	22.195	-12.6	8	0	0.1
POULTRY SLAUGHTER & PROCESS	2015	233.870	256.896	282.449	9.9	9.5	1	4.4
PREFAB METAL BLDGS AND COMP	3448	7.165	7.365	7.565	2.8	5.6	0.4	1.6
PREFAB WOOD BLDGS,COMPONENTS	2452	0.887	0.854	0.822	-3.7	22.5	0.1	0.4
PREPACKAGED SOFTWARE	7372	7,390.758	7,556.831	7,714.151	2.2	4.5	2.7	3.6
PRIM SMELT,REFIN NONFER METL	3330	1.252	1.304	1.366	4.5	0.2	0.1	0.5



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PRINTED CIRCUIT BOARDS	3672	4.400	4.745	5.157	8.3	-0.2	0.5	1.2
PRINTING TRADES MACHY, EQUIP	3555	0.612	0.691	0.767	11.9	11.6	0.5	1
PROF & COML EQ & SUPPLY-WHSL	5040	0.014	0.015	0.016	6.3	7.3	0.1	0.3
PUBLIC BLDG & REL FURNITURE	2531	0.900	0.834	0.767	-7.7	-2.3	0.4	1.1
PUMPS AND PUMPING EQUIPMENT	3561	68.864	69.198	69.579	0.5	5.9	0.3	0.7
PWR,DISTR,SPECL TRANSFORMERS	3612	0.700	0.441	0.207	-45.7	-9.3	0.4	1.7
RACING,INCL TRACK OPERATIONS	7948	31.913	32.213	31.824	-0.1	-0.2	2.7	5.7
RADIO BROADCASTING STATIONS	4832	1,117.339	1,227.244	1,340.305	9.5	10.6	3.9	7
RADIO, TV BROADCAST, COMM EQ	3663	4,775.783	5,683.969	6,498.648	16.7	1.5	1.8	4.4
RADIO,TV,CONS ELECTR STORES	5731	879.974	898.337	916.700	2.1	2.8	2	7.4
RADIOTELEPHONE COMMUNICATION	4812	22,432.998	22,236.615	21,265.412	-2.6	2.7	2.5	5.5
REAL ESTATE	6500	63.119	69.556	74.193	8.4	11.7	0.4	4.3
REAL ESTATE AGENTS & MGRS	6531	1,170.366	1,177.003	1,189.981	0.8	6.3	3.9	14.7
REAL ESTATE DEALERS	6532	22.000	24.499	26.994	10.8	17.9	1	2.3
REAL ESTATE INVESTMENT TRUST	6798	6,683.410	6,945.141	7,310.745	4.6	6	3.5	8.1
REAL ESTATE OPERATORS,LESSOR	6510	0.007	-	-	-100	14.1	0	0
RECORD AND TAPE STORES	5735	2.687	2.448	2.210	-9.3	-0.7	0.7	1.8
REFRIG & SERVICE IND MACHINE	3580	31.158	30.087	29.062	-3.4	6.5	0.5	1.1
REFUSE SYSTEMS	4953	24.608	25.574	26.611	4	7.9	0.1	0.2
RETAIL STORES, NEC	5990	586.578	639.198	691.413	8.6	9.4	3.9	8.4
ROLLING & DRAW NONFER METAL	3350	130.600	138.401	147.288	6.2	1.7	0.3	1.8
RUBBER AND PLASTICS FOOTWEAR	3021	3,589.960	3,698.755	3,806.608	3	4.7	9.2	20.2
SANITARY SERVICES	4950	0.342	0.350	0.359	2.4	2.8	0	0.2
SAUSAGE,OTH PREPARED MEAT PD	2013	14.367	16.900	19.433	16.3	6.3	6	13.4
SAWMILLS, PLANING MILLS, GEN	2421	0.863	0.900	0.936	4.1	11.6	0.3	0.9
SCRAP & WASTE MATERIALS-WHSL	5093	6.333	7.333	8.333	14.7	-12.2	0.5	2.5
SEC SMELT,REFIN NONFER METAL	3341	0.500	0.600	0.700	18.3	26.4	0	0.3
SECURITY & COMMODITY BROKERS	6200	501.354	541.797	576.174	7.2	33.2	0.8	6.6
SECURITY BROKERS & DEALERS	6211	3,097.436	3,205.071	3,298.084	3.2	4.1	1.6	3.8
SEMICONDUCTOR,RELATED DEVICE	3674	3,632.032	3,880.453	4,160.373	7	9.3	1	1.8
SHIP & BOAT BLDG & REPAIRING	3730	18.593	9.781	9.525	-28.4	4.8	0.1	0.4
SHOE STORES	5661	469.641	506.435	543.241	7.6	1.5	2.9	8.5
SHORT-TERM BUS CREDIT, EX AG	6153	356.671	334.900	317.858	-5.6	3.7	5	7.9
SOAP,DETERGENT,TOILET PREPS	2840	16,298.409	15,950.715	15,667.211	-2	-1.7	12.3	24.1
SOCIAL SERVICES	8300	16.700	17.968	19.275	7.4	6	3.6	14.3

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SPEC OUTPATIENT FACILITY,NEC	8093	37.400	49.997	57.361	23.8	12.2	14.6	24.1
SPECIAL CLEAN,POLISH PREPS	2842	2,717.276	2,766.215	2,818.928	1.9	1.4	13.7	26.6
SPECIAL INDUSTRY MACHINERY	3550	5.199	5.842	6.481	11.7	11.8	0.2	0.5
SPECIAL INDUSTRY MACHY, NEC	3559	436.482	502.186	568.852	14.2	14	1	2.1
SPORTING & ATHLETIC GDS, NEC	3949	327.639	338.048	346.514	2.8	5.6	9.4	19.1
SRCH,DET,NAV,GUID,AERO SYS	3812	2,563.401	2,741.537	2,916.230	6.7	3.5	3.4	11.8
STEEL WORKS & BLAST FURNACES	3312	254.284	167.470	104.941	-35.8	3.2	0.1	0.4
STEEL WRK, ROLL&FINISH MILL	3310	27.701	29.587	32.236	7.9	-6.7	0.7	2.7
SUBDIVIDE, DEV, EX CEMETERY	6552	97.278	107.543	117.905	10.1	17	2.7	10
SUGAR & CONFECTIONERY PRODS	2060	752.352	769.934	784.559	2.1	1.1	5.6	14.4
SURGICAL,MED INSTR,APPARATUS	3841	154.269	172.787	190.928	11.2	8.7	0.6	1
SVCS TO DWELLINGS, OTH BLDGS	7340	232.906	232.934	237.401	1	6	1.8	6.9
SWITCHGEAR & SWITCHBOARD APP	3613	2.900	3.272	3.638	12	-1.6	0.2	0.5
TELE & TELEGRAPH APPARATUS	3661	56.028	63.880	74.393	15.2	3.6	0.8	1.8
TELEVISION BROADCAST STATION	4833	2,027.886	2,096.328	2,177.704	3.6	4.1	6.3	13.6
TESTING LABORATORIES	8734	0.153	0.215	0.277	34.7	17.4	7	13.4
TEXTILE MILL PRODUCTS	2200	3.253	3.158	3.063	-3	-2.8	0.4	2.3
TIRES AND INNER TUBES	3011	372.802	335.299	298.235	-10.6	-3.5	1.9	7
TOBACCO PRODUCTS	2100	3.400	4.006	4.417	14	11.6	1.3	2.8
TRANSPORTATION SERVICES	4700	9,788.648	11,922.975	14,263.134	20.7	25.7	33	39.9
TRUCK AND BUS BODIES	3713	4.406	4.756	5.105	7.6	8.4	0.2	1.2
TRUCKING, EXCEPT LOCAL	4213	138.258	139.578	140.818	0.9	6.8	0.3	1.9
TRUCKING,COURIER SVC,EX AIR	4210	343.669	344.246	344.699	0.1	4	0.2	-90.4
VARIETY STORES	5331	5,825.655	6,063.631	6,300.817	4	1.6	0.9	3.2
VIDEO TAPE RENTAL	7841	1,091.100	1,265.759	1,446.755	15.2	19.1	9	25.3
WATCHES, CLOCKS AND PARTS	3873	278.829	269.874	255.737	-4.2	-7.1	8.7	17.4
WATER TRANSPORTATION	4400	1,593.491	1,693.996	1,775.798	5.6	5.1	3.2	8.4
WATER,SEWER,PIPELINE CONSTR	1623	4.213	4.234	4.221	0.1	6.9	0	0.1
WINE,BRANDY & BRANDY SPIRITS	2084	0.955	0.943	0.918	-2	1	0.1	0.2
WMNS,MISS,CHLD,INFNT UNDGRMT	2340	144.131	147.920	151.717	2.6	6.6	4	8.1
WOMEN'S CLOTHING STORES	5621	991.346	1,011.250	1,031.154	2	2.9	3.5	7.6
WOMENS,MISSES,JRS OUTERWEAR	2330	5,846.604	6,316.707	6,866.085	8.4	10.9	10.6	15.5
WOOD HSHLD FURN, EX UPHOLSRD	2511	18.805	19.744	20.684	4.9	-1.6	4.3	6.8
X-RAY & RELATED APPARATUS	3844	23.218	26.147	29.076	11.9	4.3	0.8	1.2